GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:2989
ANSWERED ON:09.12.2002
PROMOTION OF TOURISM ABROAD
SULTAN SALAHUDDIN OWAISI

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the measures taken by Indian Tourism Offices abroad to promote India as an attractive tourist destination;

(b) the details of tourist offices opened abroad during the last three years and thereafter, location-wise;

(c) whether performance of these offices has not been upto the mark during said period;

(d) if so, the reasons therefor;

(e) the total tourist arrivals during the last three years and foreign exchange earned therefrom;

(f) the total expenditure incurred by the Government on maintenance of these offices during the last three years; and

(g) the steps taken or proposed to by taken to make these offices more effective?

Answer

MINISTER FOR TOURISM AND CULTURE (SHRI JAGMOHAN)
(a): Promotion of Indian Tourism is an on going process and the marketing strategy is to promote the country`s Tourism products in key markets through advertising in print and electronic media, participation in fairs and exhibitions, dissemination of information through brochures, CD Roms, inviting of mediapersonalities under the hospitality programme, web marketing, organization of workshops and seminars etc.

(b), (c) & (d): No new tourist office was opened abroad during the last 3 years. Therefore, the issue of the evaluation of their performance does not arise
(e): The total tourist arrivals and foreign exchange earned during the last 3 years is as follows:

Year	Tourist Arrivals	Foreign Exchange Earned (Rs. in Crores)
1999	2481928	12150.00
2000	2649378	14238.00
2001	2537282	14006.45

(f): The expenditure incurred on maintenance of overseas offices during the last 3 years is as follows:

Year	Non Plan Expn.(Rs.in lakhs)
1999-2000	1307.60
2000-2001	1505.62
2001-2002	1665.57

(g): The activities of the Indiatourism offices overseas are regularly monitored and strategic directions/guidelines are given from time to time for implementation.